

## EAST Search History

## EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	62	sanu.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/14 19:37
L2	2	L1 and (ad advertis\$7)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/14 19:37
S24	2110	((((promotion\$2 advertis\$7 offers coupon\$4 experiments) near5 ("test marketing" test\$3 adj market\$3 feedback response result) near5 (random\$2 sampl \$3))) and@20001303	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/13 14:38
S25	1741522	S24 nd (random\$2 near5 sampl \$3 sampl\$3 )	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/13 14:42
S26	703426	S24 nd (random\$2 near5 sampl \$3 sampl\$3 ).ab.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/13 14:43
S27	2040	S24 and (random\$2 near5 sampl \$3 sampl\$3 )	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/13 14:43
S28	363	S24 and (random\$2 near5 sampl \$3 sampl\$3 ).ab.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/13 14:43
S30	363	S28 and (promotion\$2 advertis \$7 offers coupon\$4 experiments)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/13 14:46
S31	300	S28 and (promotion\$2 advertis \$7 offers coupon\$4 experiments).detd.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/13 14:47

S32	68	S28 and (promotion\$2 advertis\$7 offers coupon\$4 experiments).ab.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/13 14:47
S33	2110	((((promotion\$2 advertis\$7 offers coupon\$4 experiments) near5 ("test marketing" test\$3 adj market\$3 feedback response result) near5 (random\$2 sampl\$3))) and@20001303	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/13 14:49
S34	363	S33 and (random\$2 near5 sampl\$3 sampl\$3 ).ab.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/13 16:51
S35	363	S34 and (promotion\$2 advertis\$7 offers coupon\$4 experiments)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/13 16:52
S36	68	S34 and (promotion\$2 advertis\$7 offers coupon\$4 experiments).ab.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/13 16:53
S37	2	("5806045").PN.	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/05/15 15:32
S38	2114	((((promotion\$2 advertis\$7 offers coupon\$4 experiments) near5 ("test marketing" test\$3 adj market\$3 feedback response result) near5 (random\$2 sampl\$3))) and@20001303	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/20 16:39
S39	363	S38 and (random\$2 near5 sampl\$3 sampl\$3 ).ab.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/20 16:39
S40	68	S39 and (promotion\$2 advertis\$7 offers coupon\$4 experiments).ab.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/20 16:39
S41	4	((("5918014") or ("7031932")).PN.	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/05/20 17:41
S42	2117	((((promotion\$2 advertis\$7 offers coupon\$4 experiments) near5 ("test marketing" test\$3 adj market\$3 feedback response result) near5 (random\$2 sampl\$3))) and@20001303	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/23 15:00

S43	734	S42 and ((assess\$5 measur\$5 gaug\$3 determin\$6) near5 (effective\$4 perform\$4))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/23 16:04
S44	24	S42 and ((assess\$5 measur\$5 gaug\$3 determin\$6) near5 (effective\$4 perform\$4)).ab.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/23 16:04
S45	24	S44 and (((promotion\$2 advertis \$7 offers coupon\$4 experiments) near5 ("test marketing" test\$3 adj market\$3 feedback response result) near5 (random\$2 sampl\$3)))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/23 17:11
S46	1347	S42 and ((assess\$5 measur\$5 gaug\$3 determin\$6) near5 (effective\$4 perform\$4) feedback response)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/23 17:17
S47	173	S42 and ((assess\$5 measur\$5 gaug\$3 determin\$6) near5 (effective\$4 perform\$4) feedback response)).ab.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/23 17:17
S48	173	S47 and (random\$2 sampl\$3)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/23 17:19
S49	136	("20020013785"   "20020019831"   "20020046118"   "20020082923"   "20020099600"   "20020103698"   "20030023489"   "4602279"   "4703423"   "4775935"   "4789235"   "4850007"   "4870579"   "4996642"   "5027400"   "5099422"   "5105184"   "5155591"   "5166866"   "5191410"   "5220501"   "5253341"   "5260778"   "5261094"   "5283731"   "5305195"   "5347632"   "5355327"   "5361393"   "5377354"   "5412416"   "5442771"   "5446891"   "5446919"   "5448625"   "5459656"   "5469206"   "5475819"   "5477451"   "5499046"   "5504744"   "5504894"   "5515098"   "5515270"   "5537542"   "5550746"   "5559548"   "5566353"   "5568612"   "5572643"	US-PGPUB; USPAT; USOCR	OR	ON	2008/05/23 17:53

		"5584025" "5594910" "5598536" "5600364" "5621812" "5636346" "5638457" "5649114" "5675662" "5692132" "5704017" "5704018" "5708780" "5710887" "5712979" "5717860" "5717923" "5721827" "5724424" "5724521" "5727156" "5734720" "5734828" "5737619" "5740252" "5740549" "5745681" "5751956" "5752022" "5754772" "5754938" "5754939" "5757917" "5761601" "5768521" "5774170" "5778367" "5781894" "5787253" "5790426" "5790935" "5794210" "5796945" "5796952" "5809242" "5812769" "5812776" "5815148" "5819285" "5838790" "5842199" "5848396" "5848397" "5855008" "5870724" "5873068" "5893075" "5913040" "5918014" "5933811" "5933827" "5937392" "5946646" "5948061" "5950173" "5956024" "5960409" "5960429" "5990927" "5999912" "6002393" "6005566"). PN. OR ("6005567" "6006252" "6016509" "6020887" "6026368" "6029195" "6049777" "6049878" "6052554" "6061659" "6119101" "6185586" "6718551" "6757662"). PN.				
S50	1	\$49 and (random\$2 adj sampl \$3)	US-PGPUB; USPAT; USOCR	OR	ON	2008/05/23 18:06
S51	1	("20020019768").PN.	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/05/23 18:09
S52	2	("20020019768").PN.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/05/23 18:09
S53	8	"7039599"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/23 18:22

S54	2	("7039599").PNL	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/05/23 18:24
S55	136	("20020013785"   "20020019831"   "20020046118"   "20020082923"   "20020099600"   "20020103698"   "20030023489"   "4602279"   "4703423"   "4775935"   "4789235"   "4850007"   "4870579"   "4996642"   "5027400"   "5099422"   "5105184"   "5155591"   "5166866"   "5191410"   "5220501"   "5253341"   "5260778"   "5261094"   "5283731"   "5305195"   "5347632"   "5355327"   "5361393"   "5377354"   "5412416"   "5442771"   "5446891"   "5446919"   "5448625"   "5459656"   "5469206"   "5475819"   "5477451"   "5499046"   "5504744"   "5504894"   "5515098"   "5515270"   "5537542"   "5550746"   "5559548"   "5566353"   "5568612"   "5572643"   "5584025"   "5594910"   "5598536"   "5600364"   "5621812"   "5636346"   "5638457"   "5649114"   "5675662"   "5692132"   "5704017"   "5704018"   "5708780"   "5710887"   "5712979"   "5717860"   "5717923"   "5721827"   "5724424"   "5724521"   "5727156"   "5734720"   "5734828"   "5737619"   "5740252"   "5740549"   "5745681"   "5751956"   "5752022"   "5754772"   "5754938"   "5754939"   "5757917"   "5761601"   "5768521"   "5774170"   "5778367"   "5781894"   "5787253"   "5790426"   "5790935"   "5794210"   "5796945"   "5796952"   "5809242"   "5812769"   "5812776"   "5815148"   "5819285"   "5838790"   "5842199"   "5848396"   "5848397"   "5855008"   "5870724"   "5873068"   "5893075"   "5913040"	US-PGPUB; USPAT; USOCR	OR	ON	2008/05/23 18:24

		"5918014"   "5933811"   "5933827"   "5937392"   "5946646"   "5948061"   "5950173"   "5956024"   "5960409"   "5960429"   "5990927"   "5999912"   "6002393"   "6005566").PN. OR ("6005567"   "6006252"   "6016509"   "6020887"   "6026368"   "6029195"   "6049777"   "6049878"   "6052554"   "6061659"   "6119101"   "6185586"   "6718551"   "6757662").PN.				
S56	1	("7,363,302").PN.	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/05/23 18:26
S57	6	("20010034647"   "20030149937"   "5754939"   "5999912"   "6269361"   "6714975").PN.	US-PGPUB; USPAT; USOCR	OR	ON	2008/05/23 18:26
S58	4	((("7013932") or ("5918014"))). PN.	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/05/23 18:30
S59	4	((("6013932") or ("5918014"))). PN.	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/05/23 18:32
S60	4	((("7031932") or ("5918014"))). PN.	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/05/23 18:33
S61	4	((("5918014") or ("7013932"))). PN.	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/05/27 09:49
S62	1	S61 and (random\$2)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/27 09:51
S63	152	gerace.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/27 11:48
S65	24	S63 and ("1000")	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/27 11:52

S66	16	S63 and ("1000").detd.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/27 11:53
S67	13	S63 and (advertis\$7)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/27 11:55
S70	512	merriman.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/27 12:44
S71	13	S70 and (advertis\$7).detd.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/27 12:45
S72	2	("7031932").PN.	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/05/27 15:21
S74	4	((("7031932") or ("5918014")).PN.	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/05/27 15:41
S75	1	S74 and (random\$2)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/27 15:41
S78	2	("6314406").PN.	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2008/05/28 11:38
S79	239	trammell.xa.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2008/05/29 20:24
S87	2	("5848396").PN.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2009/10/10 20:41
S89	1466	((advertis\$7 sponsor) near5 (budget))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/10/11 22:25
S90	161	((advertis\$7 sponsor) near5 (budget)).ab.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/10/11 22:25

S91	47	S90 and ((number sample size set subset group cluster) near5 (users individuals customers consumers individuals visitors surfers))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/10/11 22:28
S92	1	("9834189").PN.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2009/10/12 10:56
S93	7	("20010014868"   "20010027455"   "6101484"   "6285983"   "6578014"   "6810385"   "6976000").PN.	US-PGPUB; USPAT; USOCR	OR	ON	2010/02/06 19:08
S94	10656586	(((((promotion\$2 ad advertis\$7 offers coupon\$4 experiments "discount value" "discount level" "discount amount") near10 (random\$2 deliberately) near10 (select\$3 choos\$3 sampl\$3) near10 (users visitors customers consumers surfers individuals persons people) near10 (feedback response results ) near10 (random\$2 sampl\$3)))) and@ad<"20001303"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/08 22:05
S95	5289	"2" and (((promotion\$2 ad advertis\$7 offers coupon\$4 experiments "discount value" "discount level" "discount amount") near10 (advertiser merchant provider retailer vendor distributor) near10 (parameters variables specifications conditions requirements profile "configuration data" preferences)))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/08 22:28
S96	4158	"2" and (((promotion\$2 ad advertis\$7 offers coupon\$4 experiments "discount value" "discount level" "discount amount") near10 (advertiser merchant provider retailer vendor distributor) near10 (parameters variables specifications conditions requirements profile "configuration data" preferences))))).dett.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/08 22:41



S97	4158	S95 and (((promotion\$2 ad advertis\$7 offers coupon\$4 experiments "discount value" "discount level" "discount amount") near10 (advertiser merchant provider retailer vendor distributor) near10 (parameters variables specifications conditions requirements profile "configuration data" preferences))).detd.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/08 22:42
S98	41388489	(((promotion\$2 ad advertis\$7 offers coupon\$4 experiments "discount value" "discount level" "discount amount") near10 (random\$2 deliberately) near10 (select\$3 choos\$3 sampl\$3) near10 (users visitors customers sonsumers surfers individuals persons people) near10 (feedback response results click \$3) near10 (random\$2 sampl \$3))) and@ad< "20001303"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/08 22:48
S99	5754	S98 and (((promotion\$2 ad advertis\$7 offers coupon\$4 experiments "discount value" "discount level" "discount amount") near10 (advertiser merchant provider retailer vendor distributor) near10 (parameters variables specifications conditions requirements profile "configuration data" preferences)))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/08 22:50
S100	4159	S99 and (((promotion\$2 ad advertis\$7 offers coupon\$4 experiments "discount value" "discount level" "discount amount") near10 (advertiser merchant provider retailer vendor distributor) near10 (parameters variables specifications conditions requirements profile "configuration data" preferences))).detd.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/08 22:51
S101	306	S100 and ((promotion\$2 ad advertis\$7 offers coupon\$4 experiments "discount value" "discount level" "discount amount") near10 (optimal optimum "high number of click \$3" "high proportion"))).detd.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/08 23:11

S102	125	S100 and (((promotion\$2 ad advertis\$7 offers coupon\$4 experiments "discount value" "discount level" "discount amount") near10 (determin\$6 calculat\$4 measur\$5 rat\$3 rank\$3) near10 (optimal optimum "high number of click\$3" "high proportion"))).detd.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/08 23:22
S103	1092	"10" and (((display\$3 provid\$3 present\$6 output\$4 insert\$4 embedd\$3 incorporat\$4) near10 (optimum optimal "highest number of clicks" "high number of clicks" "high proportion of clicks") near10 (promotion\$2 ad advertis\$7 offers coupon\$4 experiments "discount value" "discount level" "discount amount")))).detd.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/08 23:35
S104	722	"10" and (((display\$3 provid\$3 present\$6 output\$4 insert\$4 embedd\$3 incorporat\$4) near10 (optimum optimal "highest number of clicks" "high number of clicks" "high proportion of clicks") near10 (promotion\$2 ad advertis\$7 offers coupon\$4 experiments "discount value" "discount level" "discount amount")))).detd.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/08 23:36
S105	28	S102 and (((display\$3 provid\$3 present\$6 output\$4 insert\$4 embedd\$3 incorporat\$4) near10 (optimum optimal "highest number of clicks" "high number of clicks" "high proportion of clicks") near10 (promotion\$2 ad advertis\$7 offers coupon\$4 experiments "discount value" "discount level" "discount amount")))).detd.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/08 23:37
S106	4	((("6085229") or ("6389403")). PN.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/02/14 13:51
S107	62	sanu.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/14 16:29
S108	2	S107 and (ad advertis\$7)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/02/14 16:29

**2/14/2010 8:38:58 PM**

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